

Claimed:

1. A method for private distribution of printed advertising materials, comprising:
  - (a) receiving at a publishing house an order from a customer for direct distribution advertising materials intended for distribution to recipients;
  - 5       (b) creating the advertising materials at the publishing house;
  - (c) repeating steps (a) and (b) for a plurality of customers;
  - (d) transporting the advertising materials created pursuant to (a)-(c) to one of a number of distribution centers associated with predetermined delivery regions;
  - (e) bundling the sorted advertising materials so that advertising materials created for  
10       different customers for delivery to a single recipient address are grouped together;
  - (f) dividing the packaged advertising materials up into delivery groups based on a predetermined delivery scheme; and
  - (g) providing a delivery group to each of a number of delivery couriers; and (i) hand  
delivering by the delivery couriers the sorted, packaged advertising materials to the recipients  
15       according to the delivery scheme.
2. The method of claim 1, further comprising designing a delivery scheme based on one or more demographic factors whereby some possible recipients are deliberately omitted from the delivery scheme.  
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3. The method of claim 2, wherein a demographic factor is geographical remoteness of a recipient address.

4. The method of claim 2 wherein a demographic factor is the average income of recipients.

5. The method of claim 1 further comprising, sorting advertising materials created  
5 pursuant to different customer orders by intended recipient address.

6. The method of claim 5 wherein advertising materials created pursuant to different  
customer orders are sorted at the publishing house, the advertising materials being sorted in  
accordance with a delivery scheme utilizing one or more private delivery services in one or  
10 more delivery regions.

7. The method of claim 5 wherein advertising materials created pursuant to different  
customer orders are sorted at the distribution facility in accordance with a delivery scheme  
utilizing one or more delivery services in the delivery area where the distribution center is  
15 located.

8. The method of claim 7 wherein the advertising materials are sorted by recipient  
address, which addresses are within that delivery region.

20 9. The method of claim 1 wherein the sorted advertising materials are placed in bags  
so that advertising materials created for different customers for delivery to a single recipient  
address are packaged in a bag.

10. A method of distributing printed advertisements comprising:

providing a computer based system for receiving an order from a local merchant for the preparation and private distribution to recipients of printed advertisements within a specified geographical area;

5       printing the advertisements;

distributing the advertisements to a private delivery service to distribute the printed advertisements; and

utilizing the private delivery service to deliver the printed advertisements in a selected geographical area.

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11. The method of claim 10 further comprising determining a delivery scheme for delivery of the advertisements.